



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# World Wish Day

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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World Wish Day, observed on April 29th, celebrates the profound impact of granting wishes for children with critical illnesses. It emphasizes the positive effect of fulfilling a child's heartfelt wish, providing them and their families with hope and happiness amid challenging times. This special feature will highlight the importance of World Wish Day, and its significant impact on collective efforts that turn dreams into reality, uniting communities to bring joy to those in need.

**Proposed topic highlights:**

- AWARENESS** — The impact of critical illnesses on children and their families, and organizations that are making a difference.
- WISH STORIES** — stories of children who have had their wishes granted.
- COLLABORATION** — Working together to make dreams come true.

**GET INVOLVED TODAY. CONTACT:**

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**Print/Digital Weekly Readers – 5,898,000**  
**Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

| Standard Booking Deadline | Material Deadline | Publishing Date | Sponsor Content Booking Deadline |
|---------------------------|-------------------|-----------------|----------------------------------|
| March 11                  | April 22          | April 29        | March 11                         |